

Why career counselors don't use artificial intelligence sites? Evidence from a survey of 81 counselors

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References : <https://www.orientamento.it/chi-sono/>

Abstract

This study investigates the reasons behind the still limited use of generative artificial intelligence websites (GAIWs) by career guidance practitioners. Between June 30 and July 5, 2025, an online survey was administered to 81 Italian career guidance professionals, most of whom were employed in public employment centers, private employment agencies, and training organizations. The findings show that, despite the potential of GAIWs, adoption is hindered by insufficient digital skills, skepticism toward technology, organizational constraints, concerns about the counselor-client relationship, and difficulties in direct use with digitally disadvantaged users. Possible solutions include targeted practical training, integration into operational systems, user digital literacy initiatives, and the development of ethical and operational guidelines. The article thus provides useful insights to promote an informed and conscious use of GAIWs within career guidance services.

Keywords: Italian: career guidance; generative artificial intelligence; digital tools; digital skills; training of career guidance practitioners

Introduction

Between June 30th and July 5th, I placed an online questionnaire on Google Forms to investigate, in particular, the reasons for the lack or scarce use of SIAG Generative Artificial Intelligence Sites.

The search for operators to interview was conducted in my large professional network (the 400 operators registered in the ational Register of Career Counselors¹ plus the 5000 subscribers to my personal mailing list, plus the posts I've published

¹ The National Register of Career Counselors <https://registronazionale.it/> It is an informal network composed of operators of orientation (many of whom are my former students). Members of the network have a personal page on the site, from which they can 1

on LinkedIn, where I have over 15,000 connections) yielded poor results, and so I began to think that the use of SIAGs was probably less widespread than I thought, and that it was worth looking into this aspect further.

I publicized the questionnaire using the same channels indicated above, plus I directly contacted five career guidance organizations with which I collaborated in 2024 and 2025. In the indicated period, I received 81 responses.

The questionnaire (reported in full in the appendix to the chapter) is made up of a series of questions used to collect information on the respondents:

-8. How many days a week do you provide career guidance services? -9.

What career guidance services do you provide most often?

-10. Main user types -11. Main work context

-12. Main region where you carry out your work

-13. Years of experience in the guidance sector -14. Age

The questionnaire then contains a series of substantive questions:

-1. What percentage of your users use AI sites such as example ChatGPT, Copilot, Gemini, Claude, Perplexity?

Operators who answer zero or less than 10% to the previous question are directed to the following questions:

- 5. If you do NOT use AI sites with your users (answer 1A) or if you use them WITH LESS THAN 10% of your users (answer 1B), what are the reasons? And

- 6. If you don't use AI sites with your users (answer 1A) or if you use with less than 10% of your users (answer 1B), what could help you / push you to increase your use of AI sites?

Operators who respond that they use SIAGs with more than 10% of their users are directed to the following questions:

-2. If you use AI sites with your users (answers 1B, 1C, 1D), what exactly do you do with them?

3. If you use AI sites with your users (answers 1B, 1C, 1D), which
What are the advantages of using AI sites?

4. If you use AI sites with your users (answers 1B, 1C, 1D),
assign a score from 1 (minimum) to 5 (maximum) on how much intelligence sites
artificial have changed the ways or results of your consulting business
orientation.

The characteristics of the sample

81 operators responded to the questionnaire.

Advertise your services : <https://registronazionale.it/elenco-degli-iscritti/> , and can also organize sharing initiatives on professional topics or participate in meetings promoted by other members <https://registronazionale.it/incontri-di-condivisione/>

The sample is self-selected. In my marketing messages, I emphasized that I was interested in learning about the experiences of those who did not use SIAGs or used them infrequently. Therefore, these categories of operators may be overrepresented compared to the general population.

Parameter	Category/Entry	Numeric value	(%)
11. Main work context	C. Training agency B.	28	35
	Employment agency A.	16	20
	Employment center E. Other	10	12
		10	12
	Mixed	17	21
8. Days of provision of orientation activities	A. 4 or 5 days a week	59	73
	B. Less than 4 days out of 7	22	27
12. Main region where you carry out your work	Piedmont	33	41
	Lombardy	17	21
	Emilia-Romagna	7	9
	Lazio	4	5
	Veneto	4	5
	Liguria	3	4
	Tuscany	3	4
	Other regions or more than 1 region	10	12
10. Main user types A. Unemployed Italian-speaking adults (multiple answers possible)		67	
	B. Unemployed Immigrants/foreigners	55	
	D. Young NEETs	36	
	C. People with disabilities	35	
	E. Others	20	
9. Guidance services provided more frequently (multiple answers possible)	B. Career counseling specialized	66	
	A. Welcome interviews, initial information, drafting of personalized service agreement	48	
	C. Other (say what)	18	

As can be seen, the single field of work with the highest number of respondents is the training agency, and the single region of residence is Piedmont, probably because I promoted the questionnaire among my Piedmontese students. Most respondents perform career guidance activities all or almost all days of the week, and the single largest group of users is unemployed Italian-speaking adults. The most widely provided service is specialized career guidance counseling.

Parameter	Category/Entry	Numeric value (%)	
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Age	D. Over 50 years	38	47
	C. Over 40 up to 50 years B.	25	31
	30-40 years	17	21
	A. Under 30 years old	1	1
Years of experience	D. Over 10 years	37	46
	C. Over 5 years up to 10 years		
		20	25
	B. 3-5 years	11	14
	A. Less than 3 years		
		13	16

The majority of respondents are over 50 years old and have more than 10 years of experience in career guidance.

The use of SIAGs appears to be very limited. 69% of the sample either do not use them or use them with less than 10% of their users. The percentage of intensive users (using SIAGs with more than 50% of their users) is 17%.

Answer	Absolute value	Percentage (%)
A. Not at all	36	44
B. With less than 10% of my users	20	25
D. With over 50% of my users	14	17
C. With a percentage of my users from 10% to 50%	11	14
Totals	81	100

A statistical analysis conducted by ChatGPT2 using logistic regression³ and random forest⁴ techniques indicates some factors associated with a greater or lesser probability of using SIAGs:

Among the factors most associated with increased use:

- Age 30–40 years (vs. >50)
- Experience 3–5 years or <3 years (vs. >10)
- Services offered: welcome interviews + specialist consultancy
- Work in a training agency or mixed context

² OpenAI. (2025, July 16). *Discussion with ChatGPT on statistical analysis of low AI usage among career counselors* [Conversation with ChatGPT]. ChatGPT <https://chatgpt.com/share/687755a0-1f20-800f-bfbc-eed74ffe8802>. The results were verified (and confirmed) by Perplexity (2025, July 16). *Discussion on predictive analysis of AI website adoption among career counselors* [Online conversation]. Perplexity <https://www.perplexity.ai/search/in-questo-file-esiste-una-corr-5qLsSrWdQ5O5Vht1m8IUw#2> and Antropic. (2025, July 17). *Comparative analysis of statistical approaches for identifying predictive factors in the adoption of artificial intelligence by guidance practitioners* [Conversation with Claude AI] <https://claude.ai/chat/1c1102f3-1044-4560-8b3a-67a34e97c3fc>

³ Logistic regression is a statistical analysis used to predict an outcome with only two possible outcomes (for example, "yes/no" or "pass/fail"). It does this by analyzing the relationship between one or more independent variables and the outcome being predicted.

⁴ Random Forest is a machine learning algorithm that creates many decision trees (typically hundreds) using random samples of the data and variables, then combines their predictions through majority voting (classification) or averaging (regression).

Factors associated with decreased use:

- Age over 50 years
- Experience >10 years
- Context "employment center"
- Main users: "Italian unemployed" (exclusively)

Some associations seem reasonable: people over 50 may be less open to new technologies. Experienced workers may consider their operations already effective enough and feel less pressure to improve. Workers working at employment centers largely conduct induction interviews and draft personalized service agreements, where strictly defined operating procedures must be followed. We find similar indications in the answers to question 5. *If you do NOT use AI sites with your users (answer 1A) or if you use them WITH LESS THAN 10% of your users (answer 1B), what are the reasons?*

Reasons for the low use of SIAGs

To write this section, I examined the responses of those who explained why they don't use SIAGs or use them with less than 10% of their users. There were 56 operators; responding was not mandatory; only 42 explained the reasons for their behavior.

I examined the responses in two phases:

1. First of all, I identified the meaning units present in each response (see column 3 of table 1), and for each of them I assigned an open code (see column 4)
2. I subsequently identified a series of categories that could group together all the open codes identified, and in this way I constructed Table 2.

Phase 1: Open coding. I identify the units of meaning within each response and assign a code.

Table 1

ID	Column 2. Question 5. If you do NOT use the sites AI with its users (answer 1A) or if you use them WITH LESS THAN 10% of your users (answer 1B), what are the reasons?	Column 3. Unit of meaning (abbreviated)	Column 4. Open source code assigned
1			
2			
3	I don't know the application possibilities	I don't know any of them application possibilities	Insufficient capacity to use
4	I don't use them because, despite having informed myself by attending courses and reading articles and books, I stopped at the theory and never delved into the practical knowledge.	I have never delved into practical knowledge.	Insufficient capacity to use
5	I prefer to use my method, a vision of the subject that is as comprehensive as possible.	I prefer to use my own method,	Preference for traditional approach
6	I see the use of artificial intelligence especially in a longer orientation process, which would allow for the possibility of extending the various phases. In the context of orientation in a public employment centre, the path suggested by the management system for gathering information is usually followed; therefore, the 90 minutes of the appointment are mainly marked by requests related to the	A. In the context of orientation in a public employment center.....	A. Need to follow procedures / Lack of time B. The use of SIAGs requires sufficient

	program and therefore we focus mainly on the information to be given to the person and on any training courses. For now, I only recommend the use of artificial intelligence to people who have a certain level of familiarity with IT tools and They can use artificial intelligence to train for potential interviews.	B. For now I happen to recommend the use of artificial intelligence	Computer literacy / Not all users have sufficient computer literacy
7	There are two main reasons. The first is that I believe the guidance process should be co-created with the counselor you consult. Their professionalism should highlight desires, aspirations, skills, and strengths, and work with them to design a meaningful process and a concrete action plan. The second reason is that I'm not fully aware of the potential benefits of using artificial intelligence in guidance (for example, I use it more when I tutor university students on study method courses).	A./B. The orientation process should be co-constructed with the consultant you contact... C: I'm not sure what the help might be...	A. Importance of the relationship created by the consultant to obtain valid results B. Importance of the consultant's traditional expertise to obtain valid results C. Lack of knowledge on the use
8	I'm not very good at using AI websites, and I believe using them in front of the user diminishes my skills. It also creates a physical barrier (like a computer screen) between me and the user, which depersonalizes the relationship (I prefer taking paper notes; they're less disruptive during an interview). Instead, I use AI websites to prepare group orientation sessions: both to find ideas/activities and to create the graphic materials to use.	A. I'm not very good at using AI sites B. use them in front to the user belittle my skills C. interpose a physical barrier	A. Insufficient capacity to use B. negative impact on user confidence C. worsens communication during the interview
9			
10	Lack of IT skills; poor technological tools	A. Lack of IT skills; B. poor tools technological	A. Insufficient capacity to use B. insufficient technological equipment
11			
12	I could only suggest using it to continue a simulation started in the classroom at the end of a group workshop for naspidized people on the topic of techniques for holding an effective interview due to the digital target of the participants.		
13	I haven't been able to do any training on artificial intelligence, therefore, I don't know how to use it, I don't have time with my users or with clients (some of whom use it independently)	A. I was unable to do any training B. I don't know how to use it.... C. I don't have time	A. lack of training B. Insufficient capacity to use C. lack of time
14	I don't know how to use them	I don't know how to use them	A. Insufficient capacity to use
15	I don't use it because it doesn't seem useful to me, even though I've used it very little overall. For reference purposes, a couple of years ago it gave me incorrect answers with the basic version, but now I see it's working better. I also bought your book to better understand it, but I believe I can do my job well in the traditional way thanks to my many years of experience (knowledge of training opportunities, professions, websites).	A. It doesn't seem useful to me B. I used it very little C. I think I can do my job well in the traditional way D. I don't like this "delegation"	A. Distrust of the possibilities offered by AI B. Insufficient capacity to use CE Preference for traditional approach D. Distrust towards SIAG

	(for job searches, etc.). But the underlying reason is that I don't like this "delegation" that many people give to technology (not just AI) and "trust" the answers without "thinking" carefully. We mediate between technology and people, and our work I don't think it's replaceable like it is in many other professions. AI is a useful tool for those who would already be able to find answers traditionally; it probably saves time and provides some additional insights. Basically, I don't feel the need for it right now, but when I have more time to study it, maybe I'll reevaluate it.	E. We mediate between technology and people and I don't think our work is replaceable. F. useful for those who would already be able to find answers in the traditional way	F. useful only for those who are already computer literate
16	I haven't yet become familiar with these tools, in relation to their actual potential.	I haven't gotten the hang of it yet	Insufficient capacity to use
17	I have not found support in my business	I didn't find any support A. Lack of training?	B. lack of directives from the employer?
18	I don't know how to use AI yet, I've only done it a few times to test it (Copilot and ChatGPT); I don't know how to use it for orientation yet	A. I don't know how to use AI yet B. I still don't know how use it in orientation	Insufficient capacity to use
19	I wouldn't know how to use it as I work mainly with interviews	I don't know how to use it	Insufficient capacity to use
20	Working in a Job Center, we usually have to adhere to pre-established tools and procedures. Having received no instructions in this regard, I find it difficult (at least for me) to take any "liberties" in managing my workload when dealing with clients.	A. We must adhere to pre-established tools and procedures.	lack of directives from the employer
21			
22	As I already wrote, I have users who don't know how to interact with LLM	I have users who don't know how to interact with LLM	useful only for those who are already computer literate
23			
24	I never considered this possibility	I never considered	Disinterest
25	Up until now I had not identified that this type of tool could have a use/usefulness in the orientation activity carried out	I hadn't noticed that this type of instrument could have	Lack of knowledge on the use
26			
27	because I still don't know the subject and I haven't committed myself to studying and looking into it	A. I don't know the subject B. I didn't put in the effort to study and look around	A. Lack of knowledge on use B. passive attitude
28	I have had no training on how to use AI in my profession	I had no training	A. Lack of knowledge on use B. passive attitude
29	I don't use AI sites during the orientation phase for two main reasons. The first is because I don't have in-depth knowledge of them, so I don't feel very comfortable using them, and at the same time, I don't fully understand their potential, so I'm struggling to understand how I could integrate them during orientation. the second reason is that the users we deal with are very little digitalised and therefore very often they have	A. I don't have in-depth knowledge of it B. I'm struggling to understand how I could integrate them during orientation C. the users we deal with are very little digitalized	A. Insufficient capacity to use B. Lack of knowledge on the use C. difficulty using AI with users who are not very digitally literate

	It's difficult to even send an email, so using AI becomes more complex and takes more time.		
30	Two reasons: there is no need for the user, also I don't know AI sites well	A. there is no need for the user, B. I don't know the IA sites well	A. It is of no use to users B. Lack of knowledge on use
31	I'm very much involved in these dynamics, having two daughters who use these sites daily. However, with my clients and students, despite using the internet extensively and preparing detailed and in-depth teaching materials, including through reliable and institutional sites, I'm not interested in using these sites. This doesn't mean that I can't change my mind, I'm not against them, but for now they don't interest me.	I don't care to use these sites.	Disinterest in SIAG
32	I have not yet implemented this type of methodology in the field of orientation, specifically in the Skills Gap interview and filling out documents. I didn't use it out of fear and because I		
33	didn't feel competent: I needed an approach path to understand that it can be "humanized".	A. I didn't use it because I was afraid. B. because I didn't feel competent	A. Distrust towards the technology B. Insufficient capacity to use
34	I haven't felt the need to use it with my users.	I didn't feel the need for SIAG.	
35	I'm not very familiar with AI and therefore its applicability to the type of users I serve.	A. I don't know AI well. B. its applicability with the type of users I follow.	A. Insufficient capacity to use B. Lack of knowledge on use
36	I currently provide a few days a week, mainly welcome and orientation interviews, these are consolidated activities that at the moment do not require AI which on the contrary I use a lot for the training part.	I don't need AI	Procedural constraint
37	The Europass website already has the required fields to flag for CV compilation. Similarly, the fields to flag are already included on SIISL. In the individual interview, it's important to relate to the candidates' knowledge and feelings based on their immediate capabilities.	A. There are already steps to filling out your CV on the Europass website B. In the individual interview it is important to relate to knowledge	A. I use sites that already perform the functions of SIAGs B. importance of the relationship with the user
38			
39	Because I want to maintain openness and personal creativity in my interactions with the user. AI provides comprehensive, but rather "channeled," filtered answers.	I want to maintain openness and personal creativity	A. SIAGs take away creativity from the operator B. SIAGs give stereotyped responses
40			
41			
42	They are not yet useful for searching for job offers or writing a CV, there are dedicated sites	there are dedicated sites	I use sites that already perform the functions of SIAGs
43	So far I haven't needed them... to answer user questions and in general to carry out my work as a career counselor, the tools I already use are enough for me.	The tools I already use are enough for me.	A. I use tools that already perform the functions of SIAGs B. It doesn't improve the results of what I do
44	I don't know how to use AI properly and I've never needed it yet. It's a tool that	I don't know how to use AI properly	Insufficient capacity to use

	I don't even use it in my daily life right now.		
45			
46			
47	Time is often needed to develop the user's client base and use tools they're ready to learn. Artificial intelligence is currently not only very energy-intensive, but it also provides search and CV review results that reinforce users' expectations about the ability to decouple their involvement from the search results. To be clear, users seem to fantasize more about AI creating the right CV or finding jobs for them rather than thinking about how to pitch themselves and what to write in their pitch. This leads to a boomerang effect where if the user comes into contact with the employer, he or she is neither in control nor able to deal with the situation.	A. is very energy-intensive B. strengthen expectations of the user	A. Distrust towards SIAG B. SIAGs make users passive
48	I've never felt the need to use it. The information the AI would provide during orientation is almost entirely comparable to what I would provide without doing any research. When I need something, I search "analogously," meaning without using AI. I might try, though, why not?	A. I have never heard of it need to use it. B. The information that the AI would provide during the orientations are almost completely overlapping C. I could try though, why not.	A. Disinterest in SIAG B. It doesn't improve the results of what I do C. willingness to learn how to use it
49	I have little training in the subject, I would like to be able to use them, I believe they could be advantageous but I would need training in this regard.	A. I am not very knowledgeable on the subject, B. I would like to be able to use, C. I would need training in this regard.	A. Insufficient capacity to use B. willingness to learn how to use it C. training needs
50	I only use AI to review email formats or search for CV titles, but I haven't yet found a way to use it for user orientation, especially since most of my users have many job constraints, so they have little choice about where and how to direct their active job search.	A. I haven't found a way to use it for user orientation, B. have many constraints for work	A. Lack of knowledge on the use B. not suitable for users who have few choices
51	I haven't yet explored the tools this system can provide, and I have concerns about the qualitative results and the resulting ethical implications. Furthermore, I personally dislike the direction this new technological "frontier" is taking.	A. I haven't yet in-depth B. I have doubts regarding the qualitative result	A. Lack of knowledge on the use B. distrust towards SIAGs
52	I don't see any users at the moment so I haven't been able to test it out.		
53			
54	In part this is a resistance linked to the artificial aspects that are expected from the output.	resistance related to aspects of artificiality	A. distrust towards SIAGs
55			
56	The people I work with are completely unfamiliar with technology.	they have none familiarity with the technology	difficulty using AI with users who are not very digitally literate

Phase 2: I have identified a series of categories that include the different codes identified

Table 2

Categories	Associated codes	ID and Meaning Units (abbreviated)
Insufficient ability to use and/or lack of knowledge relating to the use 27 occurrences	• Insufficient capacity to use • Lack of knowledge on the use • Lack of training	3. I don't know its application possibilities 4. I have never deepened my practical knowledge. 7. I'm not sure what the help might be. 8. I'm not very good at using AI sites 10. Lack of IT skills; 13. I failed to do any training 13. I don't know how to use it.... 14. I don't know how to use them 15. I used it very little 16. I haven't gotten the hang of it yet 18. I still don't know how to use AI 18. I still don't know how to use it in orientation 19. I don't know how to use it 22. I had not identified that this type of instrument could have 27. I don't know the subject 28. I have not had training on how to use AI in my profession 29 I don't have in-depth knowledge of it 29. I'm struggling to understand how I could integrate them during orientation. 30. I don't know IA sites well 33. because I didn't feel competent 35. I don't know AI well. 35. its applicability with the type of users I follow. 44. I don't know how to use AI properly 49. I am not very knowledgeable on the subject, 49. I would need training in this regard. 50. I haven't found a way to use it for user orientation, 51. I haven't looked into it yet
Negative impact in interaction with the user 4 occurrences	• negative impact on user confidence • worsens communication during the interview • Importance of the relationship with the user • SIAGs make users passive	8. use them in front of the user.....interpose a physical barrier 15. We mediate between technology and people and I don't think our work is replaceable. 37. In the individual interview it is important to relate to the knowledge and feelings of the users based on one's immediate capabilities. 47. reinforce users' expectations about the possibility of separating their involvement from the search results. [creates liabilities]
Not suitable for someone categories of users 7 occurrences	• The use of SIAGs requires sufficient computer literacy • not suitable for users who they have few choices • it is of no use to users	6. For now, I only recommend the use of artificial intelligence to people who have a certain level of familiarity with IT tools. 15. Useful for those who would already be able to find answers in the traditional way 22. I have users who don't know how to interact with LLM 30. there is no need for the user, 29. The users we serve are very poorly digitalized 50. Most of my users have many job constraints, so they have little choice about where and how to direct their active job search.

		56. They are not at all familiar with technology
Constraints organizational or procedural 6 occurrences	• Need to follow procedures • Insufficient technological equipment • lack of time • Lack of directives from part of the employer	6. In the context of orientation in a public employment centre, the path suggested by the management system for collecting information is usually followed. 10. poor technological tools 13. I don't have time 17. I have not found support in my business 20. We must adhere to pre-established tools and procedures 36. I conduct welcome and orientation interviews, these are consolidated activities that do not currently require AI
Negative personal attitude towards SIAGs 18 occurrences	• Preference for traditional approach • Distrust of the possibilities offered by AI • Disinterest • passive attitude • Distrust towards the technology • I use sites that already perform the functions of SIAGs • SIAGs give stereotyped responses • SIAGs take away creativity from the operator • It doesn't improve the results of what I do	5. I prefer to use my own method, 15. It doesn't seem useful to me 15. I think I can do my job well in a traditional way. 15. I don't like this "delegation" 24. I have never considered 27. I didn't put in the effort to study and look around 31. I'm not interested in using these sites. 33. I didn't use it because I was afraid 34. I didn't feel the need 37. There are already some ways to fill out your CV on the Europass website 39. I want to maintain openness and personal creativity in meeting the user. 42. There are dedicated sites 43. The tools I already use are enough for me. 46. It is very energy-intensive 48. I've never felt the need to use it. 48. The information that the AI would provide during orientation is almost completely superimposable 51. I have doubts regarding the qualitative result 54. resistance related to aspects of artificiality

As you can see, I have identified five broad interpretative categories that explain the reasons for the limited use of generative artificial intelligence sites.

Insufficient ability to use and/or lack of knowledge regarding the use of SIAGs. This is the most frequently occurring category, accounting for 27 of 61 meaning units, and encompasses all meaning units related to insufficient ability to use, lack of knowledge on how to use them, and lack of training. The results suggest the existence of a significant training gap. The fact that many operators reported insufficient knowledge of SIAGs, despite the relative intuitiveness of these tools (some respondents learned on their own), and that some admitted not having studied them in depth due to lack of time or motivation (e.g., 24, 27), suggests the existence, at least among some of the sample, of a cautious or passive attitude toward technological innovation.

Negative personal attitude toward SIAGs. This is the second macro-category with 18 meaning units. Within this category, we find various motivations, such as disinterest (e.g., 24, 27, 31) or distrust (e.g., 51, 54) toward SIAGs, and, again, ignorance of the operational capabilities of SIAGs (e.g., 5, 15, 37, 42, 43, 48). Operators in the previous category are aware of their lack of information regarding the operational capabilities of SIAGs and wish to fill this gap. Those in this category, however, believe they know enough and, based on their limited knowledge, believe SIAGs are not useful.

Organizational or procedural constraints. Some respondents reported (6 occurrences) that the use of SIAGs is hampered by the limited time available for conducting interviews, their limited autonomy with respect to the established procedures (in interviews for drafting the service agreement, the operator must simply ask a series of questions and record them in the database, then the algorithm develops an action plan), and the lack of guidance on how to use SIAGs.

Not suitable for some user categories. Some operators in this category have only considered the possibility that SIAGs may be used by their users, not by themselves (for example, in back-office activities).
for preparing or reviewing interviews, or during the interview). The responses thus indicate that SIAGs are not used because users are not sufficiently computer literate (6, 22, 29, 56), others that SIAGs are not useful to users because they have few job options to choose from (50) or already know how to find answers with traditional tools (15).

A testimony, collected from question 75 , It provides us with a good example of how SIAGs can be used with sufficiently computer literate users:

68. I try to convey to users that AI shouldn't replace their ideas, but rather enhance them. I guide them towards conscious use, as a tool to support their job search and the definition of realistic professional goals, avoiding the superficial copy-and-paste approach and encouraging personalization and reflection.

Negative impact on user interaction. This aspect was reported by only four operators, however the reasons appear significant and are worth examining in detail.

8: I believe that using them in front of the user diminishes my skills, in addition to placing a physical barrier (such as the PC screen) between me and the user which contributes to depersonalizing the relationship (I prefer taking paper notes, they are less interfering in an interview).

This response raises two concerns: the first is the fear that using technology with the user that yields better results than the operator (for example, in identifying profiles that match certain characteristics) or immediately performs tasks that require the operator's time (for example, reviewing CVs) devalues the operator's role. The second is that displaying the results on a computer screen undermines the relational dynamic; this aspect, moreover, also applies to Google searches or the (mandatory) use of a computer during interviews to draft the personalized service agreement.

15. We mediate between technology and people and I don't think our work is replaceable like in many other professions.

The operator believes that SIAGs are capable of performing (at least some) of its functions, and put its role at risk, which was not the case with Google.

37. In the individual interview it is important to relate to the knowledge and feelings (sic) of the users based on one's immediate capabilities

In this testimony, the operator believes that the use of SIAGs damages the relationship dynamic. Again, it would be interesting to know whether the operator uses Google during the interviews.

47. Artificial intelligence currently (...) provides search and CV review results that reinforce the user's expectations about the possibility of separating their own involvement from the search results. To be

⁵ Question 7 allowed for free comments to be added to the questionnaire.

Clearly, users seem to fantasize more about AI creating the right CV or finding them jobs, rather than thinking about how to pitch themselves and what to write. This leads to a backlash, where, when the user actually contacts the employer, they're neither fluent nor able to handle the situation.

This operator seems to point out the risk that the SIAG's ability to instantly and effectively perform tasks that previously had to be performed by the user and/or consultant will render the user passive.

In summary, the testimonies highlight how the failure to use SIAGs is due to two main concerns:

1. That the use of SIAGs diminishes the professionalism of the operator in the eyes of users
2. That the use of SIAGs prevents the dedication of adequate and appropriate space to the creation of a authentic relationship (in the Carl Rogers sense) with the user.

These two concerns also apply to the use of Google during interviews: Google allows the operator to retrieve information that isn't known to them (thus signaling the operator's inadequate knowledge), and the need to read query results on-screen creates a physical barrier and alters the interaction with the user. However, today, the use of Google in interviews is standardized.

Based on these considerations, the rejection of SIAGs appears unjustified because it deprives users and consultants of a tool that improves the effectiveness of consulting and reduces its time. The challenge, however, is to incorporate SIAGs into consulting practice, as some of the respondents we discuss shortly are doing.

What might help/motivate you to increase your use of AI sites?

Below are the answers to question 6. *If you don't use AI sites with your users (answer 1A) or if you use them with less than 10% of your users (answer 1B), what might help/encourage you to increase your use of AI sites?* (Table 3) and my own elaboration (Table 4).

For a better understanding, I also report the answers to question 5 *in the table. If you do NOT use AI sites with your users (answer 1A) or if you use them WITH LESS THAN 10% of your users (answer 1B), what are the reasons?*

Table 3

ID	5. If you do NOT use AI sites with your users (answer 1A) or if you use them WITH LESS THAN 10% of your users (answer 1B), what are the reasons?	6. If you don't use AI sites with your users (answer 1A) or if you use them with less than 10% of your users (answer 1B), what might help/drive you to increase your use of AI sites?
1		
2		
3	don't know the application possibilities	Knowledge of the potential
4	I don't use them because, despite having informed myself by attending courses and reading articles and books, I stopped at the theory and never delved into the practical knowledge.	Probably more practical exercises.
5	I prefer to use my method, a vision of the subject that is as comprehensive as possible.	time, knowledge and results

6	I see the use of artificial intelligence especially in a longer orientation process, which would allow for the possibility of extending the various phases. In public employment counseling, the information gathering process typically follows the guidance provided by the management system. The 90-minute appointment is therefore primarily punctuated by program-related questions, and the focus is primarily on providing information to the individual and any training courses. For now, I recommend using artificial intelligence only to people who are computer savvy and can use it to practice potential interviews.	On average, I see a person for two hours and 15 minutes over five months, with occasional phone contact, email, or chat if the person is particularly motivated. I think I could be motivated to use this type of tool more if the bureaucratic and data entry burden were eliminated, thus allowing for more creative appointment management. It should also be noted that I see the potential use of artificial intelligence tools only with people with at least an intermediate level of local knowledge and knowledge of the Italian language. However, since a good 50% of the users are foreigners and individuals with a variety of difficulties, I see the potential implementation of an advanced work tool like artificial intelligence as difficult, as it would require much more basic requirements to first meet.
7	There are two main reasons. The first is that I believe the guidance process should be co-created with the counselor you consult. Their professionalism should highlight desires, aspirations, skills, and strengths, and work with them to design a meaningful process and a concrete action plan. The second reason is that I'm not fully aware of the potential benefits of using artificial intelligence in guidance (for example, I use it more when I tutor university students on study method courses).	I believe a deeper understanding of the potential
8	I'm not very good at using AI websites, and I believe using them in front of the user diminishes my skills. It also creates a physical barrier (like a computer screen) between me and the user, which depersonalizes the relationship (I prefer taking paper notes; they're less disruptive during an interview). Instead, I use AI websites to prepare group orientation sessions: both to find ideas/activities and to create the graphic materials to use.	I would definitely like to increase my knowledge on how to use them: I don't think I will use them in front of/with the person, but it could be useful to me post-meeting, to process the information and get suggestions on how to proceed.
9		
10	Lack of IT skills; poor technological tools	More Information/Training
11		
12	I could only suggest using it to continue a simulation started in the classroom at the end of a group workshop for nasipized people on the topic of techniques for holding an effective interview due to the digital target of the participants.	change the target audience of unemployed users, push more on the tool if the guy who is already on the ball happens to be there, at least for example in the use of Meta on WhatsApp
13	I haven't been able to do any training on artificial intelligence so I don't know how to use it, I don't have time with my users or with clients (some of whom use it independently)	Understanding its mechanisms, its correct use and understanding whether it is useful to me first and foremost

14	I don't know how to use them	Understanding how to use them
15	I don't use it because it doesn't seem useful, even though I've used it very little overall. For orientation purposes, a couple of years ago it gave me incorrect answers with the basic version, but now I see it's working better. I also bought your book to understand it better, but I think I can do my job well in the traditional way thanks to my many years of experience (knowledge of training opportunities, professions, job search websites, etc.). But the underlying reason is that I don't like this "delegation" that many people give to technology (not just AI) and "trust" the answers without "thinking" carefully. We mediate between technology and people, and I don't think our work is replaceable like in many other fields. Professions. AI is a useful tool for those who would already be able to find answers traditionally; it probably saves time and provides some additional insights. Basically, I don't feel the need for it right now, but when I have more time to study it, maybe I'll reevaluate it.	I answered before: lots of free time to study it
16	I haven't yet become familiar with these tools, in relation to their actual potential.	Having the time to experiment with them, which is what I'm trying to do, and setting aside training time to expand knowledge on their use, is a stimulus for a different approach
17	I have not found support in my business	than simply copying and pasting certain tools by users.
18	I don't know how to use AI yet, I've only done it a few times to test it (Copilot and ChatGBT); I don't know how to use it for orientation yet	Practical training for its use, both in general and specifically for orientation
19	I wouldn't know how to use it, as I work primarily through interviews. Working in a Job	Knowing the potential of AI
20	Center, we usually have to adhere to pre-established tools and procedures. Having received no instructions in this regard, I find it difficult (at least for me) to take any "liberties" in managing my work in dealing with clients.	The opportunity to experiment and train in the use of websites, particularly regarding the potential and limitations associated with the type of work I do (career interviews, active search tools such as CVs, cover letters, etc.)
21		
22	As I already wrote, I have users who don't know how to interact with LLM	Perhaps it would be necessary to organize courses on AI and equip people with technological devices, there is a certain digital divide
23		I would use them more if the workload was higher: working mainly with Private clients and without intermediaries, I have set a maximum monthly limit of consultations that I can manage it personally.
24	I have never considered this possibility	To understand, through ad hoc training, what the concrete uses can be in the field of orientation and job services
25	Up until now I had not identified that this type of tool could have a use/usefulness in the orientation activity carried out	an in-depth training on how to use these tools in orientation activities
26		
27	because I still don't know the subject and I haven't committed myself to studying and looking into it	a course or independent research and study

28	I have had no training on how to use AI in my profession	Training
29	I don't use AI sites during orientation mainly for two reasons. The first is because I don't have in-depth knowledge of them, so I don't feel very comfortable using them, and at the same time, I don't fully understand their potential, so I'm struggling to understand how I could integrate them during orientation. the second reason is because the users we deal with are very little digitalized so very often they have difficulty even just sending an email so the use of AI becomes more complex and requires more time.	I think it could help me better understand the potential, compared to traditional IT tools, that it can have in my work and the positive impact that AI could have on users.
30	Two reasons: there is no need for the user, and I'm not very familiar with AI sites. I'm very much	Know their potential and how to use them well
31	involved in these dynamics, having two daughters who use these sites daily. However, with my users and students, despite using the Internet extensively and preparing detailed and in-depth teaching materials, including through reliable and institutional sites, I'm not interested in using these sites. This doesn't mean that I can't change my mind, I'm not against them, but for now they don't interest me.	Perhaps targeted training, not so much to learn about its technical use, but to delve deeper into the psychological aspects and pedagogical and didactic improvement,
32	I have not yet implemented this type of methodology in the field of orientation, specifically in the Skills Gap interview and filling out documents. I didn't use it out of fear and because I didn't	It might be helpful in finding jobs in my area to better explain their skills to foreign users.
33	feel competent: I needed an approach path to understand that it can be "humanized".	
34	I didn't feel the need to use it with the my users	Perhaps greater knowledge of artificial intelligence could contribute to greater use.
35	I'm not very familiar with AI and therefore its applicability to the type of users I serve.	Explore the features of use in relation to job orientation and support activities.
36	I currently provide a few days a week, mainly welcome and orientation interviews, these are consolidated activities that at the moment do not require AI which on the contrary I use a lot for the training part.	Have a company login
37	The Europass website already has the required fields to flag for CV compilation. Similarly, the fields to flag are already included on SIISL. In the individual interview, it's important to relate to the candidates' knowledge and feelings based on their immediate capabilities.	It is not necessary because the sites used already have the preset items to flag
38		
39	Because I want to maintain openness and personal creativity in my interactions with the user. AI provides comprehensive, but rather "channeled," filtered answers.	At the moment I don't know
40		
41		
42	They are not yet useful for searching for job offers or writing a CV, there are dedicated sites	if they could read, for example, a CV made even without Europass and could transpose it into Europass by connecting to the site or making some

		automatic procedures within the programs we use
43	So far I haven't needed them... to answer user questions and in general to carry out my work as a career counselor, the tools I already use are enough for me.	A user who wants to better understand how to search for useful sources for job hunting
44	I don't know how to use AI properly and I've never needed it yet. It's a tool I don't even use in my daily life.	AI Course: Knowing How to Use It
45		
46		
47	Time is often needed to develop the user's client base and use tools they're ready to learn. Artificial intelligence is currently not only very energy-intensive, but it also provides search and CV review results that reinforce users' expectations about the ability to decouple their involvement from the search results. To be clear, users seem to fantasize more about AI creating the right CV or finding jobs for them rather than thinking about how to pitch themselves and what to write in their pitch. This leads to a boomerang effect where if the user comes into contact with the employer, he or she is neither in control nor able to deal with the situation.	Premises for use based on the use of the instrument as a supplement and not as a substitute. Online searches have expanded access to job postings but have inflated the number of applications. AI has If left unmanaged, it risks accelerating this process.
48	I've never felt the need to use it. The information the AI would provide during The orientations are almost completely superimposable to those I would provide without doing any research. When I need something, I search "analogously," meaning without using AI. I might try, though, why not?	I partially answered this question with the previous one, I might even try and see if the AI frames the question in a way that is satisfactory for the user in front of me.
49	I have little training in the subject, I would like to be able to use them, I believe they could be advantageous but I would need training in this regard.	Training and working groups on the topic
50	I only use AI to review email formats or search for CV titles, but I haven't yet found a way to use it for user orientation, especially since most of my users have many job constraints, so they have little choice about where and how to direct their active job search.	have some practical examples of how I could use it
51	I haven't yet explored the tools this system can provide, and I have concerns about the qualitative results and the resulting ethical implications. Furthermore, I personally dislike the direction this new technological "frontier" is taking.	Perhaps one incentive could be the fact that you have to carry out quantitative analysis or back-office work that involves little effort in terms of design thinking and personal interpretation of situations.
52	I don't see any users at the moment so I haven't been able to test it out.	Greater awareness of its use and a series of possible structured activities in which to use it (...the toolbox...)
53		It might be useful to have specialized microapps (e.g., Gem or GPT) and integrate with regular work management tools.

54	In part this is a resistance linked to the artificial aspects that are expected from the output.	An in-depth look at the topic to better understand its potential
55		
56	The people I work with are completely unfamiliar with technology.	Curiosity, innovation and benefits

Table 4

Categories	Associated codes	ID and Meaning Units (abbreviated)
Knowledge related to use 29 occurrences	• Relevant knowledge to use • Opportunity to practice • Training	3. Knowledge of potential 4. more practical exercises 5. knowledge and results 7. a deeper understanding of the potential 8. increase my knowledge on how to use 10. More Information/Training 13. Understanding its mechanisms and proper use 14. Understand how to use them 15. free time to study it 16. Have time to experiment with them 18. Practical training for its use 19. Know the potential of AI 20. experiment and train myself in using the sites 24. ad hoc training, what the concrete uses could be 25. a training course 27. a course or independent research and study 28. Training 29. better understand the potential 30. Know their potential well 31. targeted training 34. greater knowledge of artificial intelligence 35. Deepen the usage functions 44. AI Course, 48. see if the AI frames the question in a way that is satisfactory for the user in front of me. 49. Training and working groups 50. have practical examples 52. greater awareness of use 54. An in-depth look at the topic 56. innovation and benefits
Organizational or procedural constraints 2 occurrences	• Have more time • Autonomy in managing interviews	6. there were more opportunities for creative management of appointments. 36. Have a company login
User Features 6 occurrences	• Better knowledge of Italian • Better knowledge of the territory • Device ownership technological • Users with specific requests	6. a level of knowledge of the territory and of at least intermediate knowledge of the Italian language 12. change the target audience of unemployed users, 22. courses on AI should be organized 22. Equip people with technological devices 43. A user who wants to better understand how to search for useful sources for job hunting 52. a series of possible structured activities in which to use it

Work activities increased or different 2 occurrences	• Increased workload • Work activities different	23. I would use them more if the workload was higher 51. having to perform quantitative analysis or back-office work that requires little effort in terms of design thinking and personal interpretation of situations.
Other 7 occurrences	Not answered Not understandable Other topics	17. Stimulation for a different approach than the simple 'copy and paste' of some tools by users 32. It could be helpful in finding jobs in my area to better explain their skills to foreign users. 37. It is not necessary because the sites used already have the preset items to be flagged 39. I don't know at the moment 42. if they could read, for example, a CV made without a Europass and could transpose it into Europass by connecting to the site or carry out automatic procedures within the programs we use 47. The premises for use are based on the use of the instrument as a supplementary and not a substitute. Online searches have expanded access to job postings but have inflated the number of applications. If left unmanaged, AI risks accelerating this process. 53. It might be useful to have specialized microapps (e.g., Gem or GPT); integration with ordinary work management tools.

The analysis shows that the primary aid in using SIAGs is the ability to know how to use them (29 out of 44 occurrences, equal to 66% of the total), a possibility that depends on the ability to gather relevant information, practice, and participate in training activities. This is true even in a certain number of cases (5, 20, 24, 25, 31, 34, 48, 52, 54, 56) in which operators had justified their non-use of SIAGs with reasons other than a lack of knowledge of their potential and operating methods.

A certain number of operators (6 occurrences) also report that a portion of the users have characteristics (limited IT knowledge or equipment, poor knowledge of Italian) which prevent them from using the SIAGs.

What exactly do you do with SIAGs?

In this chapter, we examine the responses given by operators who use AI sites with their users, at any percentage (from zero onwards). Below are all the answers to the question: *2. If you use AI sites with your users (answers 1B, 1C, 1D), what exactly do you do with them?*

Response ID	
1	Cover Letter
2	Information gathering, text editing

4	Improved CV writing in general and in relation to a job advertisement, targeted cover letters, for figures who want to change opportunities or are looking for their path I use it to complete the IKIGAI, mapping companies or job opportunities not previously considered
8	I write cover letters, research job opportunities, prepare interview responses, and summarize job offers and laws.
9	use them mostly for detailed job descriptions, especially those I don't know
11	ask specific questions on tax and legal issues, I ask for help with CV presentations and information on companies
13	Company research, first draft of CV and LinkedIn profile (especially headline and summary: to get a general idea that we then customize), interview preparation, research on specific professional profiles.
14	Above all, look for job-specific skills
16	In-depth research on job types. Writing CV cover letters.
17	brainstorming, professional bios, I teach them how to use it (when useful for work purposes)
19	I use them for various reasons, and not just with users. First, to create informative content to share with users; second, to provide food for thought regarding the reworking of past experiences and possible exploratory questions to ask; and finally, to organize group activities (content planning, timing, etc.). I prepare final reports.
21	cover letters, CV presentation, possible job opportunities based on CV
25	experimental apps that can be helpful for CVs and interviews, for example.
26	I created a GPT for guided CV writing that also allows me to acquire data from an old CV. Another GPT guides me through basic interview questions and generates a report. I also use it to simulate job interviews and write cover letters. 27. Check out some application and/or translation tools.
31	Company mapping, interview simulations, CV creation or optimization, technical questions, and updates on social security relief.
32	CV review (I have it written and then I have it inserted into the LLMs for review) active job search, development of an action plan and monitoring
33	LinkedIn profile evaluation, first assessment of the effectiveness of the CV.
35	resumes, cover letters, job search, orientation
37	CV writing (presentation), support for alternative ideas in project definition
39	try to figure out the best way to ask open-ended questions to find information about the job search.
40	CV creation, cover letter
44	Optimize presentation/description of professional activities in the CV
47	I recently started using it thanks to the course we're doing with Leonardo Evangelista as SAL referents, and I'm satisfied: I've started using it to simulate interviews, gather information on professions (informational orientation), and prepare documents useful for job searches (perfecting cover letters, etc.), and I think I'll use it more and more.
52	ask for more details on the professions
53	Job search based on profile, company search, CV writing and presentation
54	I currently use Claude.ai primarily to assist with reviewing user CVs and to make improvements to personal cover letters. I also use it to optimize job searches and to refine the drafting of specific documents (e.g., training agreement extensions).
55	Search engine for specific data/regulations
56	to speed up web searches
57	am looking for job offers, training courses, specific organizations.
59	CV - Cover Letter - Interview Preparation
60	we search for information and create emails

63	Matching the client's skills with the desired profile or profession; comparing various courses of study, reviewing CVs, and developing new career ideas in line with the client's profile.
64	create the most detailed prompt possible and analyze the response to understand if the reported data are actually real
65	I identify the training/education paths that the user should attend to acquire the skills needed to outline the ideal professional profile.
66	Skills validation document
68	I use AI primarily to optimize CVs, LinkedIn profiles, and cover letters. I also simulate job interviews and help analyze the requirements for different professional roles and generate ideas for roles that are compatible with my personal characteristics.
69	CV optimization, support in creating cover letters or emails, mapping the area and companies potentially interested in the identified professional objective, job search, quick support for finding information relating to free or paid training courses of interest to users....
70	Reformulating CV descriptions, simulating interviews or specific work/communication situations, researching the skills required for specific job profiles, complex/simplified descriptions of skills, etc.
73	Considerations on market research, choosing the right keywords, and the use and operation of algorithms for evaluating CVs based on keyword type.
77	Systematization of interview notes and automatic compilation, based on these notes, of the forms requested by financiers; in-depth research of information sources on the job market;
78	Research expertise in various fields if the recipient isn't able to list them. Know some specific terms related to the recipient's job to delve deeper.
79	Information research regarding job opportunities for particularly specialized profiles
80	Search profile tasks

Here too I have identified a series of response categories.

In this case I placed the answers in the tasks relating to career counseling that I identified in chapter 2.

Problem 1. Searching or verifying a target profession	15 occurrences (22%)
1. identify individual skills and aspirations, through CV examination, self-analysis forms and other techniques	
2. draw up a summary profile of your personal characteristics	
3. Identify new professional profiles consistent with the user's skills and aspirations, or evaluate the consistency of professional profiles already identified by the user.	4, 9, 13, 14, 16, 21, 47, 52, 53, 63, 68, 70, 78, 79, 80
Problem 2. Improving your skills after identifying a target profession	5 occurrences (7%)
1. identify training courses consistent with the condition and the user preferences related to learning (e.g. practical or theoretical training, free or paid, in physical classroom or remotely)	57, 63, 65, 69
2. identify free educational resources to be used for courses personalized training courses	
3. Develop an individual learning plan Problem 3. Set up or improve your	37
job search, once you have identified a target profession for which you are sufficiently employable	49 occurrences (71%)
1. draw up a job search plan, identifying the different channels to use	32

2. develop search tools (CV, message (self-application, LinkedIn profile) aimed at specific professions and adverts	1, 4, 8, 11, 13, 16, 17, 21, 25, 26, 27, 31, 32, 33, 35, 37, 40, 44, 47, 53, 54, 59, 60, 63, 68, 69, 70, 73
3. identify job offers 4. identify company	35, 54, 57, 69
lists and contact channels for self-nominations	8, 13, 31, 35, 53, 69, 73
5. develop interview skills	8, 13, 25, 26, 31, 47, 59, 68, 70
6. Monitor your job search	
Total occurrences in all three areas	69

As we can see, the majority of occurrences (70%) relate to job search support. This shouldn't be surprising, given that most users who turn to public or publicly funded career services are actively seeking employment. Within job search consultancy, SIAGs are primarily used to develop search tools such as resumes, self-application messages, and LinkedIn profiles, and, secondarily, to improve interview skills, for example, by developing questions that the operator uses to simulate interviews or by directly simulating the user with SIAGs. Another common task is finding companies to which to send self-applications.

In career counseling, SIAGs are primarily used to collect information on individual professional profiles and verify their consistency with the user's profile.

In skills improvement consultancy, SIAGs are used primarily to identify appropriate training courses.

The table refers to the main tasks required to carry out career counselling; however, not all respondents are engaged in counselling activities, as we defined it in chapter two, and in addition

Even within career counseling activities, there may be needs other than those described in the table. Some providers also listed tasks related to administrative activities. I've included all remaining responses, including some that are difficult to interpret, in the table below.

Other / unspecified
• 2 information gathering, text editing • 8 summarize notices and laws • 11 specific questions on tax and legal issues • 17 brainstorming • I use them for various reasons, and not just with users. First, to create informative content to make available to users, then to gain insights into the reworking of past experiences and possible exploratory questions to ask, and finally to organize group activities. • 20 final reports prepared • 26 Guides me through basic interview questions and generates a report for me • 27 translation • 31 updates on tax relief • 35 orientation • 39 I try to understand better to ask open questions • 39 to find information on job searching • 54 and improve the drafting of specific documents such as the extension of training agreements

- 55 search engine for specific data/regulations
- 56 to speed up web searches
- 57 I'm looking for specific organizations
- 60 we are looking for information
- 64 I create the most detailed prompt possible and analyze the response to understand if the data actually reported are real
- 66 skills validation document
- 77 in-depth research of information sources on the labor market

As we can see, the main categories of responses in the *other* are related to:

- Text processing for reasons other than the development of job search tools: reports, specific documents: 2, 19, 20, 27, 54, 66
- Search for guidance information other than that already included in the consultancy plan: 2, 8, 11, 31, 39, 55, 56, 60, 77

What advantages do you find in using SIAGs?

The table below lists all the answers to question 3. If you use AI sites with your users (answers 1B, 1C, and 1D), what advantages do you find in using AI sites? The fourth column lists the labels I assigned to the contents of the individual answers.

id	2. If you use AI sites with your users (answers 1B, 1C, 1D) what exactly do you do with them?	3. If you use AI sites with your users (answers 1B, 1C, 1D), what are the benefits? What are your thoughts on using AI sites? (Please don't be too brief, explain your answer briefly.)	Labels (built on answers to question 3, then compared with answers to question 2)
1	Cover letter	A presentation and motivation outline is provided for the application that can be worked on with the candidate, who should contribute something of his or her own.	• Time saving in drafting texts
2	information gathering, text editing	speed, punctuality of contents, it then allows me to quickly review	• Time saving in drafting texts • Information search
3			
4	Improved CV writing in general and in relation to a job advertisement, targeted cover letters, for figures who want to change opportunities or are looking for their path I use it at Completion of IKIGAI, mapping of previously unconsidered companies or job opportunities	I optimize the time needed to create a CV or analysis, freeing up time to build a targeted path	• Time saving in drafting texts • Writing good quality texts (answer 2) • Additional ideas on coherent professional profiles
5			
6			
7			

8	I write cover letters, research job opportunities, prepare interview responses, and summarize job offers and laws.	I like it because it provides me with interesting ideas and allows me to be quicker in preparing and understanding documents	• Time saving in drafting texts • Writing good quality texts • Better information on job opportunities
9	I use them mostly for detailed job descriptions, especially those I don't know.	They allow me to produce much more detailed and effective CVs which therefore help users to tell better stories during job interviews.	• Drafting of texts good quality • Better information on professions
10			
11	I ask specific questions on tax and legal issues, I ask for help with CV presentations and information on companies	They help me find precise and quick answers when needed	• Better information on tax issues and legal • Better information on businesses • Time saving in drafting texts
12			
13	Company research, first draft of CV and LinkedIn profile (especially headline and summary: to get a general idea that we then customize), interview preparation, research on specific professional profiles.	Time saving, useful and targeted suggestions on a specific company or candidate profile (information always needs to be verified, but I find it very useful for having a starting point)	• Time saving in drafting texts • Drafting of texts good quality (answer 2) • Better information on businesses • Better information on professions
14	Above all, look for job-specific skills	Long list of skills to comment with the user and to choose to include in the CV	• Better information on professions • Writing good quality texts
15			
16	In-depth research into job types. Drafting CV cover letters.	When I research professions that are little-known or have limited job opportunities, I gain insights into similar areas. I also understand new, similar training needs. For example, as a dog trainer.	• Better information on professions • Additional ideas on coherent professional profiles
17	brainstorming, professional bios, I teach them how to use it (when useful for work purposes)	speed in creating professional bio summaries once ideas have been jotted down, for brainstorming quickly looking for new areas of application of skills or new ideas in general	• Additional ideas on coherent professional profiles • Time saving in drafting texts
18			
19	I use them for various reasons, and not just with users. First, to create informative content to share with users, and second, to gain insights into reworking past experiences and possible exploratory questions.	The main advantage is the speeding up of certain processes (especially content creation and programming). Of course, the results need to be verified, and sometimes revised, but it still saves a significant amount of time. Compared to working with the user, the advantage is having an external opinion, someone who thinks differently from you and can give you a perspective.	• Time saving in drafting texts • Additional ideas on user characteristics / questions to ask / training design • Supervision of consultancy activities

	to be placed, finally, to organize group activities (content planning, timing, etc.)	different. It's like dealing with one but many colleagues.	
20	I prepare final reports	I enter some basic points and information and ask ChatGpt to prepare final, discursive reports on the activities carried out. I'm given ample time to process the reports, but obviously I need to check and revise the content.	• Time saving in drafting texts
21	Cover letters, CV presentation, possible job opportunities based on CV	It allows me to quickly provide CV descriptions that seem tailored to the person even for those who do not have a very attractive professional background and it is precisely for them that I get suggestions on what kind of paths can be taken to look for a job, in which areas the few skills they possess are most attractive.	• Time saving in drafting texts • Writing good quality texts • Additional ideas on career opportunities
22			
23			
24			
25	testing apps that can be helpful for CVs and interviews, for example	At this point, I think AI in career guidance can help develop an action plan, allowing individuals to arrive at the orientation session with certain points already laid bare and/or clarified. A sort of initial investigation into the objectives before the career guidance interview.	• Operator replacement in the interview
26	I created a GPT for guided CV writing that also allows me to acquire data from an old CV. Another GPT guides me through basic interview questions and generates a report. I also use it in the simulation of job interviews and in drafting letters of recommendation accompaniment.	They generate reports that I can archive and that allow me to track what emerged during the interview. They guide me step by step, when requested, so that I don't overlook any information during the initial orientation phase. They also make it easier for me to write a CV, even when the candidate arrives with an old CV or a previous C2.	• Time saving in drafting texts • Guidance in driving of interviews
27	check some application and/or translation tools	improve the communicative approach of some tools	• Writing good quality texts
28			
29			
30			
31	Company mapping, interview simulations, CV creation or optimization, technical questions, and updates on social security relief.	The first advantage is the speed of response. This element allows you to compare information and proceed more quickly. The second aspect is the ability to retrieve reference sources. The third is having tools optimized for specific vacancies. Even if all results need to be verified and adjusted, it still saves time.	• Time saving in drafting texts • Drafting of texts good quality

32	CV review (I have it written and then I have it inserted into the LLMs for review) active job search, development of an action plan and monitoring	AI platforms are revolutionary in many ways, and the benefits also depend on the user, their ability to analyze, program, and act. In general, LLMs accelerate and expand job orientation and support operations	• Time saving in drafting texts • Writing good quality texts
33	LinkedIn profile evaluation: the first assessment of your resume's effectiveness.	It gives me a fairly accurate answer from which to start to delve deeper into the need guidance directly with the customer.	• Evaluation of CV and LinkedIn profile
34			
35	CVs, cover letters, job searches, orientation	I obtain very well structured documents, I am able to carry out a much more in-depth analysis with the beneficiary regarding his potential, and a reading on the extra-territorial possibilities more complete and updated.	• Writing good quality texts • Better information on extraterritorial opportunities
36			
37	CV writing (presentation), support for having alternative ideas in defining the project	speeds up the preparation of the user's presentation in the CV (and possibly also the cover letter); it can provide ideas not yet examined in the definition of the project	• Time saving in drafting texts • Additional ideas on professional project
38			
39	I try to figure out the best way to ask open-ended questions, to find information about the job search.	I find the advantage of managing the interview in a broader, sometimes less superficial, way. I can orient the user more accurately and plan an action plan with him.	• Supervision of interview management • Supervision of consultancy activities
40	CV creation, cover letter	That of formulating the information to include in CVs or cover letters as best as possible, especially since users often come from work environments I'm unfamiliar with. AI allows me to use technical jargon I wouldn't otherwise know.	• Writing good quality texts • Better information on professions
41			
42			
43			
44	Optimize presentation/description of professional activities in the CV	It helps me list specific tasks for work activities I'm not familiar with.	• Drafting of texts good quality • Better information on professions
45			
46			
47	I started using it recently thanks to the course we are doing with Leonardo Evangelista as a SAL contact and I'm satisfied: I started using it to simulate interviews, gather information on professions (informative orientation), to prepare useful documents for the job search (perfecting cover letters, etc.) and I think I will use it more and more.	Having more stimuli and ideas than the standard paths for me (with that target I usually do A, B, C... instead it also suggests D) or ideas on completely new paths to update myself.	• Additional ideas on professional project • Supervision of self-training
48			

49			
50			
51			
52	I ask for more details on the professions	immediacy of information, well-formulated and exhaustive answers	Better information on professions
53	Job search based on profile, company search, CV writing and presentation	One of the main advantages I find in using AI sites is the support they offer in exploring a wider range of possibilities. Often, when working on a problem or searching for a solution, you risk getting stuck on a single point of view or overlooking valid options simply because they don't come to mind. Artificial intelligence, however, can suggest alternatives, outside-the-box ideas, or paths I hadn't considered, thus helping me not to rule out possibilities that could prove useful or even better than those initially considered.	Additional ideas on professional project
54	At the moment I mainly use Claude.ai to support the review of user CVs and to make improvements in the drafting of the cover letter. Personal presentation. I also use it to optimize my job search and to refine the drafting of specific documents (e.g., training agreement extensions).	The advantages I find are the ease of obtaining documents drafted effectively and appropriately, in a very short time. I further review and modify the documents based on the my needs depending on the situation, but the intervention of AI certainly speeds up the times and supports me in customization.	- Writing good quality texts - Time saving in drafting texts
55	Search engine for specific data/regulations	Less time wasted searching for specific and timely information	Speed in finding information
56	to speed up web searches	mainly with Perplexity, I speed up the search for data and information	Speed in finding information
57	I'm looking for job offers, training courses, and specific organizations.	Speed even if I have to check that we are updated 2	- Speed in finding job offers - Speed in searching for training courses - Speed in searching for information on institutions
58			
59	CV - cover letter - interview preparation	The complexity of the answers allows me to be more professional	?
60	we search for information and create emails	they are much faster than doing it by hand	Time saving in drafting texts
61			
62			
63	Comparison of the client's skills with the desired profile or the target profession; comparison of various courses of study, CV review, development of new ideas	Comparison activities are streamlined and other ideas are generated more quickly	Additional ideas on coherent professional profiles

	professionals in line with the customer's profile.		
64	I create the most detailed prompt possible and analyze the response to understand if the reported data is actually real.	It certainly helps me a lot in creating sentences, profiles, details, which I can formulate in a formal, informal way	• Writing good quality texts
65	I identify the training/education paths that the user should attend to acquire the skills needed to outline the ideal professional profile.	the advantage is that of quickly identifying the path to take and, if necessary, comparing the knowledge to be acquired with that already in hand. possession.	• Better information on user-friendly training courses
66	Validation document of the skills	Enhancement of the skills acquired by the user through formal and informal learning in relation to training standards or reference professional profiles	• Additional ideas on skills acquired
67			
68	I use AI primarily to optimize CVs, LinkedIn profiles, and cover letters. Simulate job interviews and also provide support for analyzing the requirements of different professional roles and generating ideas regarding roles compatible with personal characteristics.	Faster and more targeted support. More effective contact tools, training for job interviews, and less anxiety about them. More self-aware users. Improved writing, the ability to express themselves to their full potential, and even receive feedback on paralinguistic language through voice.	• Writing good quality texts • Time saving in drafting texts
69	CV optimization, support in writing letters or emails presentation of the mapping of the territory and the companies potentially interested in the identified professional objective, search for job offers, quick support for finding information relating to free or paid training courses of interest to users....	Speed in finding diversified information by obtaining sources and the ability to verify the effectiveness of the information.	• Speed in finding information on companies • Speed in finding job offers • Speed in finding information on training courses
70	Reformulating CV descriptions, simulating interviews or specific work/communication situations, researching the skills required for specific job profiles, complex/simplified descriptions of skills, etc.	improve content creation times, expand the choice of roleplaying scenarios, improve the search and interpretation processes of found content, etc.	• Time saving in drafting texts • Better information on professions
71			
72			
73	Reasoning on market research, choosing the right keywords, use and functioning of algorithms for	Clarity of the contents presented, ease of understanding of the concepts expressed, speed of learning, increase in the level of general awareness of the market and	

	CV evaluation based on keyword type.	of the importance of proper positioning in the reference territory.	
74			
75			
76			
77	Systematization of interview notes and automatic compilation, based on these notes, of the forms requested by financiers; in-depth research of information sources on the job market;	They speed up the work of reworking notes and filling out forms; they "remember and learn" the instructions provided, limiting repetitions.	Save time when writing texts
78	Research expertise in various fields if the recipient isn't able to list them. Know some specific terms related to the recipient's job to delve deeper.	The advantage may include an in-depth explanation of the various sectors users specify, allowing for a better understanding of their job description. Using specific terms and synonyms to help write a description. Explanations about the regulations.	Better information on professions
79	Informational research regarding job opportunities for particularly specialized profiles	More complete information than that which can be derived from personal experience or knowledge	Better information on job opportunities
80	Search profile tasks	It is able to quickly detail the characteristics of lesser-known professional profiles	Better information on professions
81			

The table below shows the frequency of the different labels

Label Position		Frequency of	IDs where it appears
1	Save time when writing texts	19	1, 2, 4, 8, 11, 13, 17, 19, 20, 21, 26, 31, 32, 37, 54, 60, 68, 70, 77
2	Writing good quality texts	15	4, 8, 9, 13, 14, 21, 27, 31, 32, 35, 40, 44, 54, 64, 68
3	Better information on professions	10	9, 13, 14, 16, 40, 44, 52, 70, 78, 80
4	Additional ideas on coherent professional profiles	4	4, 16, 17, 63
5	Additional ideas for professional projects	3	37, 47, 53
6	Better information on businesses	2	11, 13
7	Supervision of consultancy activities	2	19, 39
8	Speed in finding information	2	55, 56
9	Better information (general)	1	2
10	Better information on job opportunities	1	8
11	Better information on tax and legal issues	1	11
12	Additional ideas on user characteristics / questions to ask / training design	1	19
13	Additional ideas on career opportunities	1	21
14	Operator replacement in the interview	1	25
15	Guide to Conducting Interviews	1	26
16	CV and LinkedIn profile evaluation	1	33

17	Better information on extraterritorial opportunities	1	35
18	Supervision of interview management	1	39
19	Supervision of self-training	1	47
20	Speed in finding job offers	1	57
21	Speed in finding training courses	1	57
22	Speed in finding information on organizations	1	57
23	Better information on user-friendly training courses	1	65
24	Additional ideas on acquired skills	1	66
25	Speed in finding information on companies 1		69
26	Speed in finding job offers 1		69
27	Speed in finding information on training courses	1	69
28	Better information on job opportunities	1	79

As we can see, the most common reason (19 occurrences) for which operators use SIAGs is to save time in writing texts. Texts are typically job search tools, primarily the CV, followed by the cover letter and LinkedIn profile. In this case, SIAGs speed up the work process.

Furthermore, SIAGs also improve the quality of the texts produced (15 occurrences).

Another significant aspect is the use of SIAGs (rather than Google) to find information on various topics, primarily on professions (10 occurrences) and professions consistent with specific user characteristics (4 occurrences). Furthermore, information searches often appear after the first 8 positions; for example, IDs 8, 11, 35, 57, 65, 69, and 79 refer to better or faster retrieval of observations.

This aspect deserves to be explored further.

Hypotheses on the reasons why guidance practitioners prefer AI sites to Google

Google has only been providing AI-powered results since March 2025. , while on the contrary the SIAGs have been available in Italy since April 2023. This may have led some users interested in web searches to develop, starting in 2023, a preference for SIAG searches that persists even now that, admittedly, the answers provided by Google are of comparable quality to those of artificial intelligence sites.

Another reason that may explain the operators' attitude is that SIAGs perform essential functions for their business (writing CVs, job postings, LinkedIn profiles), which Google does not. This creates what is called a familiarization effect : through daily use, operators have developed confidence and ability to use SIAGs. When they need to

⁶ Evangelista, L. (2024, June 21). Google's (Precarious) Balance Between AI and Business: What the New Search Results Tell Us. *Orientamento.it*. Available at <https://www.orientamento.it/lequilibrio-precario-di-google-tra-ai-e-business-cosa-ci-dicono-i-nuovi-risultati-di-ricerca/>

⁷ See Claude (Anthropic). (2025, July 18). *Analyzing Wayfinding Operators' Preferences for AI Sites Over Google in Information Search* [Artificial Intelligence Conversation]. Claude.ai. <https://claude.ai/share/4198ebfb-2b8b-45d2-853e-5dfa737f403>

a piece of information, and they have a working session going on with, let's say, ChatGPT, instead of going to Google they stay where they are.

It is more cognitively economical to continue on the same site rather than:

- Open a new tab
- Go to Google
- Formulate a query
- Copy the results
- Then return to the IA site and continue the work

In this way, operators are progressively creating integrated work ecosystems where AI becomes:

- The main workspace
- The temporary archive of information
- The "virtual colleague" to reason with
- The environment where all the work related to a specific user (CV processing plus searches) several various requests) takes place in a coherent and consecutive manner

An interesting feature that pushes this direction is the ability to save all interactions within the same theme in dedicated workspaces, which isn't available on Google. These spaces have different names depending on the site: Projects in Claude and ChatGPT, Spaces in Perplexity.

A quantitative evaluation of changes in the methods and outcomes of career counseling activities using SIAGs

Question 4 of the questionnaire asked for a quantitative assessment of changes in career counselling due to the use of SIAGs.

ID	1. With what % of your users use SIAG	4. If you use AI sites with your users (answers 1B, 1C, 1D), give a score from 1 (lowest) to 5 (highest) on how much AI sites have changed the ways or results of your career counseling business (in addition to writing the grade, explain the reason for your score).
1	B. <10% Rating	3. They certainly help speed up
2		1
14		More than changed, they provide a very valid help that often speeds up activities
16		Not consistently because the type of users I serve have very fragile profiles. Goal Program. I imagine I would experiment a lot more with different users.
25		
27		2
31		2. These methods haven't changed my working methods, but they have helped make my interventions more effective. A score of 3 is intermediate because I haven't
32		used the systems in a comprehensive and thorough way yet. I can't fully assess their overall usefulness, considering that my average user is low-income, both socioeconomically and culturally.
33		1- I use AI tools relatively little to benefit from particular advantages or on activities that are difficult to monetize.
37		1 - it simply allows me to speed up some steps
47		6 (since I'm just starting out)

52		4 - Using "AI Overview" reduces time mainly on CV review
55		2 but I still use them very little to be able to make a more in-depth evaluation
56		1
60		2
64		4, they help me a lot and shorten my working time
65		2 I don't want to risk being replaced by technology. AI should only be a support tool. 7, they allow me to deepen the conversations
77		and the information provided
79		They allow you to speed up the timing of some phases by reducing the search times and/or focusing it better
80		3 - They speed up the search that I used to do on multiple sites
4	C. from 10 to 50%	5, time optimization and response effectiveness
8		3
9		4
35		3 I was able to learn about a new, more enriching way of working that completes the range of services offered to people with efficiency and effectiveness
39		4
40		3
44		5: Optimize work in terms of quality and time
53		3 made it a lot faster but I still can't use it 100%
54		3. I give a good score because I recognize the usefulness and effectiveness of AI tools
57		
78		5 - I think the correct use of AI can contribute to the work we do, both in terms of speed—providing quick and easy references allows us to work more quickly—and, above all, it allows us to dedicate time to other things, such as creating graphs, tables, etc. Furthermore, it allows for specific references to regulations, explaining or summarizing them, and helps with all daily tasks, even the simplest ones.
11	D. >50% 5 they	help me a lot
13		5: to save time and broaden my perspective (for example, they make it much easier for me to research competitor companies)
17		4
19		4 High score in all activities that I can define as back-office. Compared to direct work with the user, I still recognize the important role of the professional, especially in the relationship. 4, it has accelerated the timeframe for content processing and reporting.
20		
21		5 I am faster and more effective in the tasks I perform
26		5 makes everything easier for me and allows me to dedicate more time to the interview
59		5
63		3 = I speeded up some operations
66		5 (for error control and extreme speeding up of the procedure)
68		5 (maximum) because AI has significantly transformed the way I work, speeding up processes and improving the effectiveness of contact tools. It allows me to more accurately analyze and enhance user skills, identifying compatible professional roles beyond those found on traditional job sites.
69		3. I do the same things in less time, but the tasks are still the same and my interaction is essential. I don't just take the search result and use it... I modify and integrate it based on the user's needs and my experience.

70		4
73		5

To better analyze the results, I grouped the responses based on the percentage of SIAG use by their users. The questionnaire allowed three response options: less than 10% (code B), 10 to 50% (code C), and more than 50% (code D).

The average impact score for group B (using less than 10% of users) is 2.15, indicating limited change.

Respondents noted:

- Speed (ID 1, 14, 37, 52, 64, 79, 80)
- Effectiveness (ID 31)

The average impact of group C (use with a percentage of users from 10 to 50%) is 3.8. Respondents highlight:

- Speed (ID 5, 44, 53, 78)
- Effectiveness (ID 5, 35, 44, 54)

The average impact for group D (use by more than 50% of users) is 4.4, making it very significant. Respondents noted:

- Speed (ID 13, 20, 21, 26, 63, 66, 68, 69)
- Effectiveness (ID 13, 21, 68).

It's obvious, from a certain perspective, that the average impact of SIAGs increases with the percentage of users with whom they are used (more frequent use leads to a greater impact on the consultancy process). The difference in usage percentage can also depend, as we saw in the section of this chapter dedicated to the answers to question 5, on the operator's personal preferences, organizational constraints, or the type of user (see ID 16).

Even in the answers to these questions, as well as in the answers to questions 2 and 3, the impact is related to the speed in carrying out certain tasks and the effectiveness of the results.

The question refers to two dimensions: performance and results of the activity. Regarding performance, some tasks are completed more quickly; regarding results, the operator's performance is better.

A concern that emerged in the responses to some previous questions is that the use of SIAGs could undermine the quality of interaction between operator and user. The responses of some operators seem to refute this fear, with question 26 even reporting a positive effect on the conversation:

- 31. *These methods have not changed my working methods but have contributed to making the interventions more effective. (<10%)*
- 35. *I was able to learn about a new, more enriching way of working that completes the range of services offered to people with efficiency and effectiveness (10-50%)*
- 26. *It helps me with everything and allows me to dedicate more time to the interview (>50%)*
- 69. *I do the same things in less time, but the activities are still the same and my interaction is essential. (>50%)*
- 31, answer 78 : *I find the introduction of AI in our work as Career Counselors useful even if I believe That what makes the difference is the ability to build authentic relationships and understand our users' real goals during transition phases. I see AI as a support tool and I don't fear it could overturn the irreplaceable role of the person. (<10%)*

⁸ Question 7 allowed for free comments to be added to the questionnaire. © L.

- 70, answer 7: *AI does not replace me but supports my work as a career counselor. (>50%)*

We also find two statements that go into the opposite statement:

- 65. *I don't want to risk being replaced by technology. AI should only be a tool for support. (>10%)*
- 19. *High score in all activities that I can define as back-office. Compared to direct work with the user, I still recognize the important role of the professional, especially with regards to the relationship (>50%).*

The first statement highlights a concern, which may explain the decision to limit the use of SIAGs with its users. The second statement seems to indicate that, to safeguard interaction, SIAGs are restricted to the back office.

Conclusions

In this section, I report the chapter's most important conclusions. I developed the online questionnaire.

To gather information on the reasons for the low use of SIAGs and, more generally, on guidance counselors' experiences with SIAGs. I recruited respondents through my professional network.

Between June 30 and July 5, 2025, I collected 81 testimonies. The respondents' most frequent field of work was a training agency (question 11), and the region where they worked was Piedmont (question 12; some of the respondents were Piedmontese participants in a training course I was running at the time). The majority of respondents were over 50 years old (question 14) and had over 10 years of experience in career guidance (question 13). The majority of providers worked four or five days a week. The single career guidance service provided most frequently was specialized career counseling (question 9), and the single type of user was unemployed Italian-speaking adults (question 10).

The use of SIAGs appears to be very limited (question 1). 69% of the sample either doesn't use them or uses them with less than 10% of their users. The percentage of intensive users (using SIAGs with more than 50% of their users) is 17%.

Factors associated with the lower use of SIAGs are age over fifty, work experience over 10 years, work at employment centers.

The low or no use of SIAGs is linked to five main reasons (question 5):

- insufficient ability to use and/or lack of knowledge relating to the use of SIAGs (27 occurrences)
- Negative personal attitude toward SIAGs (18 occurrences). This is a general category where we find various motivations, such as disinterest, mistrust, and ignorance about the operational possibilities of SIAGs.
- Not suitable for some categories of users (7 occurrences). Respondents generally refer to the possibility of allowing users to use the SIAGs directly. From this perspective, SIAGs are not suitable, for example, for users who are not very computer literate.
- Organizational or procedural constraints (6 occurrences). The use of SIAGs is hampered by the limited time available and/or the limited operational autonomy of some operators. This is especially true for operators working in employment centers.
- Negative impact on user interaction (4 occurrences). This is a verified or only feared impact (ID 15 does not use SIAGs).

The main factor that could push operators to use SIAGs more (question 6) is the possibility of knowing how to use them, a possibility that depends on the possibility of collecting information about them, of practicing, of participating in training activities (29 occurrences).

Another section of the questionnaire was aimed at collecting information on the type of use that operators make of SIAGs and the impact these have on their business.

SIAGs are primarily used to support job searches (question 2, 49 occurrences), specifically to develop search tools such as CVs, job postings, and LinkedIn profiles. They are also used to improve interview skills by developing questions that the operator can ask the user during mock interviews or in simulations conducted directly by the SIAGs.

The other main reason for using SIAGs is the search for specific information relating to professional profiles, training courses, and other topics necessary for orientation.

The advantages perceived by operators for the use of SIAGs (question 3) are: • with regard to the drafting of texts (CV, accompanying messages and LinkedIn profile), the savings of time in their drafting and the good quality of the results

- regarding information retrieval, the speed

The ability of SIAGs to respond to the multiple needs of operators leads them to use them even in information searches where they currently do not offer a significant direct advantage over Google.

In the analysis of the changes in counseling activities caused by the use of SIAGs (question 4), we find the same information collected in questions 2 and 3: SIAGs have speeded up the drafting of documents and improved their quality, enhancing the efficiency and effectiveness of guidance activities.

However, I have collected conflicting indications on the effects on the interaction between operator and users.

Appendix 1. Answers to question 7. If you wish, you can add further comments or observations.

Rather than making a separate section, where relevant, I have placed the answers in the different sections of the chapter.

code id	7. Here, if you wish, you can add other comments or observations on the topic of the questionnaire.
7	It might be interesting to see how SIISL, the national information system that could match a person's resume with educational and career opportunities, develops. It would be interesting to see if this type of tool could both provide a creative summary of a person's resume and offer concrete and real opportunities based on the individual's characteristics. I believe SIISL could be the decisive tool for implementing artificial intelligence on a broad and wide scale, and within a sector that tends to be conservative and uninnovative, such as the public sector.
8	would like to have more time to be able to use these tools better.
18	We should work with the Regions and with Sviluppo Lavoro Italia or with the professionals already in charge of training CPI operators so that they receive free training on the tool but in the relationship with the user as a gift, not only in the design of action plans or group workshops.
20	would like to learn how to better utilize the potential of AI programs in my sector
25	am testing an APP from the Ministry called APP.LI
31	I find the introduction of AI into our work as Career Counselors useful, although I believe that what makes the difference remains the ability to build authentic relationships and understand the real goals of our users during transition phases. I experience AI as a support tool and I don't fear that it could overturn the irreplaceable role of person.
47	Thanks Leonardo!
51	the CV model is already standardized
52	In one-to-one consultancy, I would like to point out that they can be used to prepare some answers for selection interviews or to look for information on professions - (ps: in 2004 I had the pleasure of meeting her at the in-person seminar Bilancio di Competenze nell'orientamento).
54	I would like to deepen my knowledge of AI tools to improve their use and, consequently, improve the service offered to users.
56	The users I follow have a low level of education, the information I have is more than sufficient in most cases
60	Artificial intelligence already helps when you want to improve the text of an email or search for information, but it is not yet connected or integrated into the programs used to perform the matching service, for example, the summary program which is cumbersome and obsolete, so for now it is useful but not entirely.
64	have always been very pessimistic about artificial intelligence sites, I had to change my mind
65	AI should be used with caution.
67	I see points 6 and 5
68	I try to convey to users that AI shouldn't replace their ideas, but rather enhance them. I guide them towards conscious use, as a tool to support their job search and set realistic professional goals, avoiding the superficial copy-and-paste approach and encouraging personalization and reflection.
70	AI does not replace me but supports my work as a career counselor.
78	It would be very interesting to have a link to this questionnaire; I think it's very relevant and relevant today, since it's becoming increasingly popular.

Appendix 2: The questionnaire used for the survey

Survey on the use of artificial intelligence websites in career guidance activities

The questionnaire is aimed at career guidance professionals (both those who **already use** and those who **do NOT use** artificial intelligence sites) in their career guidance activities.

I am collecting this information for research and publication. To thank you for completing the questionnaire, I will send you an e-book copy once the data has been processed (approximately September 2025). Your testimony will be published anonymously, meaning your name and email address will not be included.

Terminology: The term artificial intelligence here refers to sites like ChatGPT <https://chat.openai.com/> , Gemini <https://gemini.google.com/app> Copilot <https://copilot.microsoft.com/>, Perplexity, Claude capable of creating and reviewing texts, creating images (some sites only) and interacting in real time with the user.

For more information, see <https://www.orientamento.it/come-usare-intelligenza-artificiale-generativa-nella-educazione-e-nella-ricerca-le-linee-guida-unesco/>

The term orientation refers to a series of information, counseling, and personal skills development activities that help people enter working life. For more information, see <https://www.orientamento.it/definizioni-di-orientamento/>

Your email address *9

Section A: Use of Artificial Intelligence Sites

1. What percentage of your users use AI sites such as ChatGPT, Copilot, Gemini, Claude, Perplexity?

- A. Not at all (if you answer Not at all, then skip to question 5)
- B. With less than 10% of my users
- C. With a percentage of my users from 10% to 50%
- D. With over 50% of my users

2. If you use AI sites with your users (answers 1B, 1C, 1D) what exactly do you do with them?

3. If you use AI sites with your users (answers 1B, 1C, 1D), what advantages do you find in using AI sites? (Please don't be brief; explain your answer briefly.)

4. If you use AI sites with your users (answers 1B, 1C, 1D), give a score from 1 (lowest) to 5 (highest) on how much AI sites have changed the methods or results of your career counseling business (in addition to writing the grade, explain the reason for your score)

5. If you do NOT use AI sites with your users (answer 1A) or if you use them WITH LESS THAN 10% of your users (answer 1B), what are the reasons? (Please don't be brief, explain your answer briefly.)

6. If you don't use AI sites with your users (answer 1A) or if you use them with less than 10% of your users (answer 1B), what might help/encourage you to increase your use of AI sites? (Please don't be brief; explain your answer briefly.)

⁹ The asterisk indicates that the answer is mandatory

7. Here, if you wish, you can add other comments or observations on the topic of the questionnaire.

Section B: General Information

8. How many days a week do you provide career guidance services? A. *

4 or 5 days a week

B. Less than 4 days out of 7

9. What career guidance services do you provide most often? (Multiple answers possible) *

A. Welcome interviews, initial information, drafting of personalized service agreement

B. Specialist guidance counselling (including skills assessment and support to Work)

C. Other (say what)

10. Main user types (multiple answers possible) *

A. Unemployed Italian-speaking adults

B. Unemployed Immigrants/foreigners C.

People with disabilities

D. Young NEETs

E. Others (write what)

11. Main work context A. Employment *

center

B. Employment agency

C. Training agency

D. Social Cooperative

E. Other (write what)

12. Main region where you carry out your work *

13. Years of experience in the guidance sector A. Less than *

3 years

B. 3-5 years

C. Over 5 years up to 10 years

D. Over 10 years

14. Age *

A. Under 30 years old

B. 30-40 years old

C. Over 40 up to 50 years

D. Over 50 years

15. Your name *

16. Your last name *

17. Privacy authorization. The collection of this personal data is governed by the Consolidated Law on Privacy (Legislative Decree 196 of 30 June 2003, Official Journal 29/7/2003 and subsequent amendments, in particular EU Regulation 679/2016 (GDPR)). You are granted the rights set forth in art. 7 of Legislative Decree 196/2003, in particular the right to access your personal data, to request its rectification and deletion if incomplete, erroneous, or otherwise collected.

in violation of the law, as well as to object to their processing for legitimate reasons, by directing requests to Leonardo Evangelista, data controller, email l.evangelista@orientamento.it, mobile +39 3384640194, address via Russo 66, 50053 Empoli FI. With reference to such data: A. Purpose and methods of processing: the data collected is used for the purposes described above. The data is processed using computerized and electronic means. B. Mandatory or optional nature of providing data: providing data is mandatory. C. Consequences of refusal to provide data: if you do not provide it, you cannot participate in the initiative. D. Scope of communication and dissemination of data: the data remains in my online drive (access to which is password-protected) and on my computers and may be shared, anonymously, with other scholars.

A. I accept the processing of personal data as described above B. I DO
NOT accept the processing of personal data (if you DO NOT accept it please DO NOT
SEND the questionnaire because it will be deleted)